

CASE STUDY

Supply Chain Analytics Helps A Leading Telecom Industry Client Streamline Processes and Boost Revenues



Client: A leading telecom industry company

Area of engagement: Supply chain analytics

The [global telecom industry](#) is continually transforming due to ongoing developments and innovations. 5G trials and its deployment in the market will be a key focus in the years to come. As a result, carriers are expected to strive towards enhancing their network and offering extended services to their customers by network densification and making use of small cells. Installing more fiber infrastructure and improving spectrum efficiency will also be the target for carriers in the telecom industry space. Factors such as intense market competition, advanced technology, and high investments in new telecommunication technologies such as wireless communication and satellite will aid in the growth of the market over the next couple of years.

However, our analysis of the recent telecom industry trends shows that the telecom industry players are facing challenges in terms of:

- **Privacy and security issues:** Telecom industry service providers maintain a vast repository of sensitive information and personal data. They are always under threat and vulnerable to hacking. This has forced government bodies to create regulations regarding user data protection. As a result, telecom industry players are always on the lookout for state-of-the-art security frameworks and third-party organizations.
- **Development of 5G:** The development of 5G is in the pipeline and is expected to be available to the public by 2020. The development goes beyond bandwidth and data speed to improve latency issues and provide a unique browsing experience. The most significant challenge facing the telecom industry is that non-telecom companies are also trying to force their way into this technology. Moreover, numerous players in the telecom industry space are still catching up on the 4G technology as they are stuck with 2G and 3G technologies.

Many such factors are compelling telecom sector players to leverage the use of supply chain analytics solutions. Supply chain analytics solutions help companies to reduce additional costs associated with product transport and improve the overall **supply chain performance**. These solutions also help firms identify the latest telecom industry trends, refine their existing business models, and increase the overall supply chain efficiency.

The Business Challenge

The client, a leading **telecom services** provider specializing in advanced **wireless communication** technology, wanted to improve their logistics plans to curtail the risks associated with supply chain complexity and disruptions. The client also wanted to gain better visibility into the costs involved in the supply chain and reduce their expenditure.



The Solution and the Business Impact

With the help of [Quantzig's](#) supply chain analytics solution, the client accurately identified the latest telecom industry trends, demand signals, and boosted their supply chain efficiency. Additionally, the client able to streamline their supply chain processes and consequently improve lead times and performance. This helped them cater to the needs of the customers.

Supply Chain Analytics Solution Insights

Quantzig's supply chain analytics solutions help companies anticipate the impact of current and future telecom industry trends and accordingly manage demand signals more accurately. Companies can also better organize functional silos such as planning, sourcing, production, and delivery across their business units and reduce inventory levels.